
Customer Involvement in Transportation Decision-Making

*Tangible Result Driver – Dave Nichols,
Director of Program Delivery*

MoDOT seeks out and welcomes any idea that increases its options, because the department doesn't have all the answers. The department creates and preserves a transportation decision-making process that is collaborative and transparent, involving its customers in the determination of needs right through to the development, design and delivery of projects.



Customer Involvement in Transportation Decision-Making

Number of customers who attend transportation-related meetings

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bob Brendel, Outreach Coordinator

Purpose of the Measure:

This measure gauges MoDOT's public involvement success – both in terms of public meetings and hearings that are held to make collaborative decisions with the general public, communities, elected officials, stakeholders, etc., and in terms of public informational events scheduled by MoDOT to keep its customers apprised of project status and potential impacts that could be experienced.

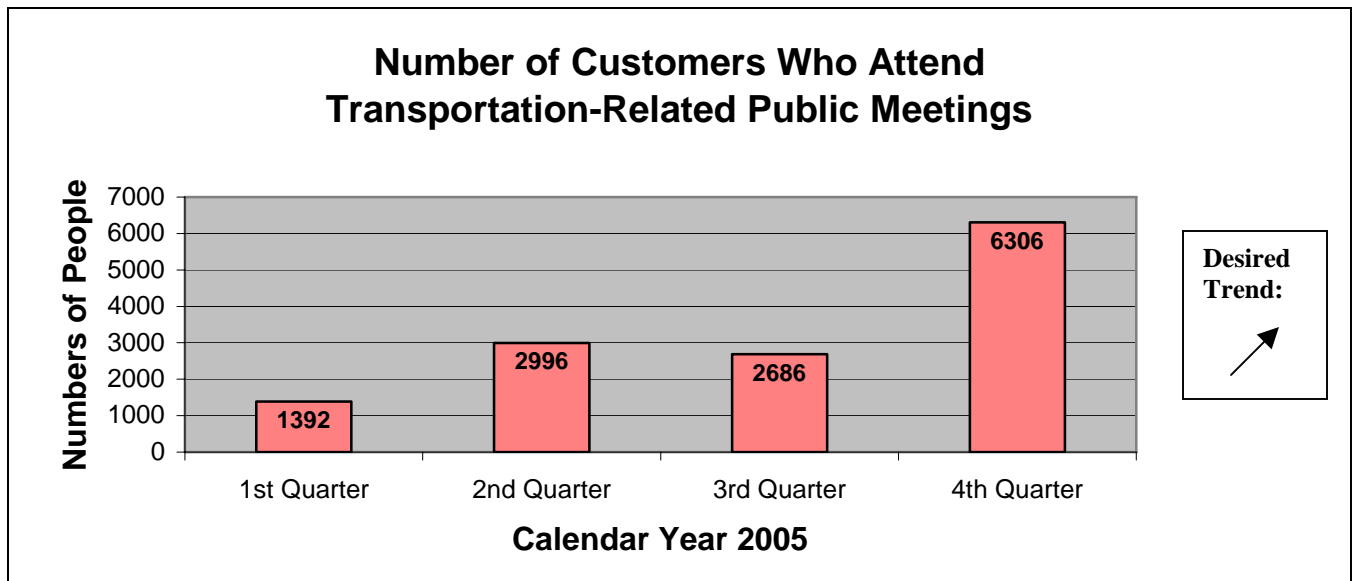
Measurement and Data Collection:

Attendance is determined by analyzing sign-in sheets utilized at public meetings or by head counts conducted by MoDOT staff.

Improvement Status:

Attendance at public meetings held during the fourth quarter of 2005 was more than double that of any previous quarter. More than 6,300 persons attended 167 meetings held between October 1 and December 31, bringing the total for calendar year 2005 to 13,380. Nearly half of the attendees this quarter – 3,165 – attended 44 meetings held in District 6. Meetings associated with Element 2 and 3 projects from Amendment 3 continued to dominate the data (47 meetings with attendance of 2,194).

At an August community relations “advance,” it was agreed that performance associated with this measure will be improved with development of a MoDOT public involvement guide (including best-practice examples), formulation of comprehensive public involvement plans at the project level, Community Relations involvement early in the project development process and proactive communications with the public and stakeholder groups. Further discussion to enhance performance was held in November. Suggestions to better publicize public meetings included easier and more consistent use of the MoDOT Web site and the use of changeable message boards in the project area or at the site of the public meeting, when appropriate.



Customer Involvement in Transportation Decision-Making

Percent of customers who are satisfied with feedback they receive from MoDOT after offering comments

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bob Brendel, Outreach Coordinator

Purpose of the Measure:

This measure tracks responses made by MoDOT to its customers. MoDOT routinely asks people who attend public meetings/hearings to submit comments that will be examined by the project team and that will become part of the project's official record. It is important that people who avail themselves of this opportunity know that their comments are taken seriously.

Measurement and Data Collection:

MoDOT Design, Community Relations and Organizational Results worked with the Missouri Transportation Institute to develop a survey instrument for persons who attend project-specific meetings and hearings. The initial survey was sent to more than 4,500 persons who had attended meetings in the last five years. A continuing survey process is underway, with contact lists developed each time a project reaches the official public hearing milestone.

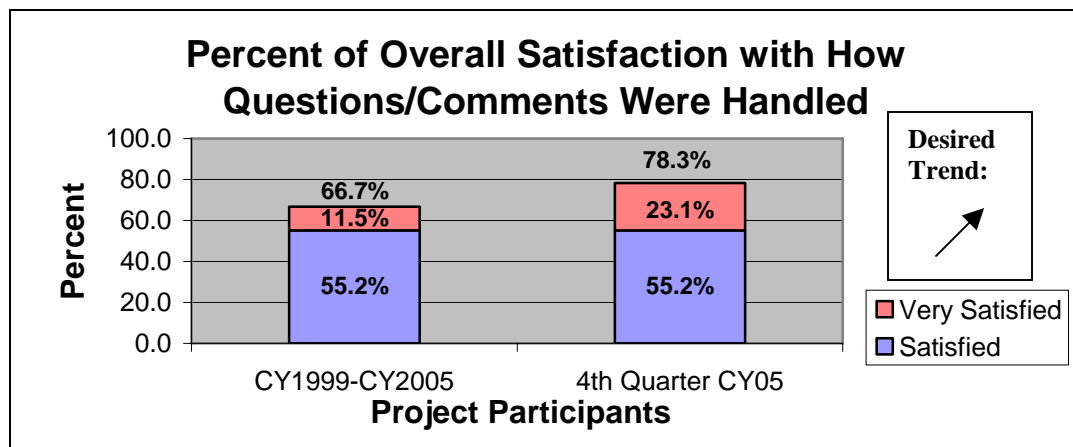
Improvement Status:

Both survey participation and customer satisfaction improved in the most recent surveys conducted on seven projects across four MoDOT districts. Thanks in large part to the speed in which MoDOT provided the appropriate databases to MTI after public hearing milestones, the net response rate for the "involved public" surveys was an amazing 40.4 percent – double the 20 percent participation rate that was experienced during the initial survey.

Overall satisfaction also improved, from 67 percent to 78 percent.

The previous survey showed that women were much less satisfied with how MoDOT handled their comments. This time, however, the gender gap virtually disappeared with 78.9 percent of male respondents and 76.1 percent of female respondents supportive of MoDOT responses to their feedback. Performance also improved among those persons who attended at least one planning meeting because of a fear that their property or business would be displaced. In the initial baseline survey, only 51.2 percent of such persons were satisfied with MoDOT's responsiveness to their concerns. In the latest survey, though, approval from persons who could be personally affected increased to 69 percent.

The second round of surveys demonstrated that as the time between the public hearing milestone and receipt of the survey decreases, the response rate and the approval rate increase. Consequently we have made some slight changes to the administration of this measure. District CR managers have been asked to forward project contact lists to MTI each time a project reaches the public hearing milestone. MTI will continually survey participants but will only analyze the data on an annual basis.



Customer Involvement in Transportation Decision-Making

Percent of customers who feel MoDOT includes them in transportation decision-making

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Machele Watkins, Transportation Planning Director

Purpose of the Measure:

This data will assist in identifying the effectiveness of MoDOT's project planning outreach efforts.

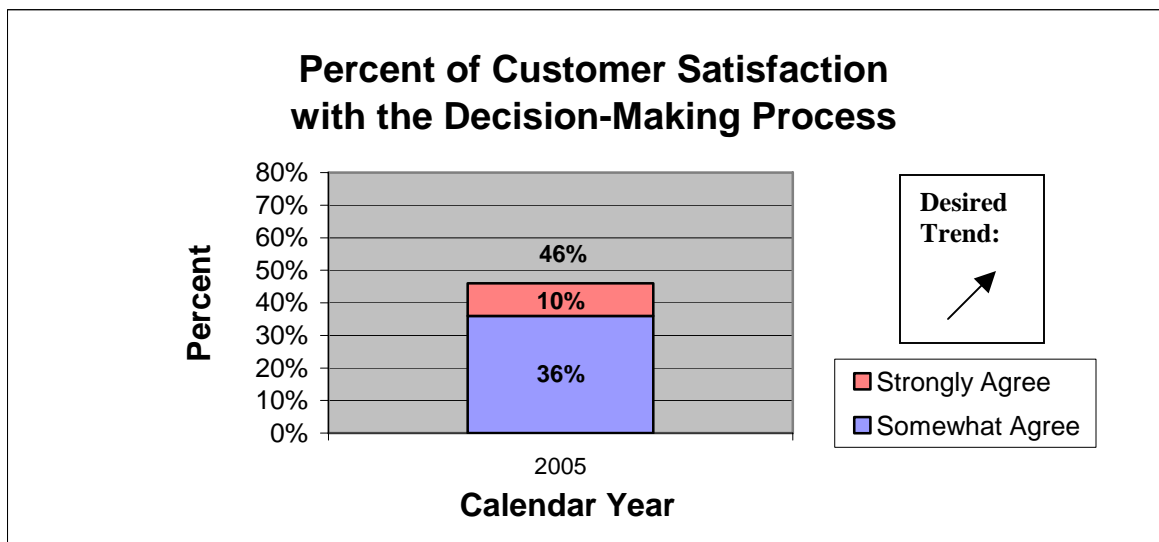
Measurement and Data Collection:

Data was collected through a statewide telephone survey conducted for MoDOT's long-range planning initiative called *Missouri Advance Planning*, or *MAP*. The survey effort included interviews with 3,100 Missourians with an overall margin of error of +/- 2.9 percent.

Improvement Status:

Forty-six percent of the sample feels MoDOT takes into consideration their concerns and needs when developing transportation decisions. However, 44 percent feels MoDOT does not take their concerns and needs into consideration when making transportation decisions. While this is a positive starting point, MoDOT anticipates that community outreach and communication efforts will result in greater public support in transportation decision-making.

Part of Transportation Planning's *MAP* effort is to increase and improve the public's involvement in transportation decision-making. To accomplish this, six groups have been created, called Regional Working Groups (RWG). These groups are made up of Missouri citizens that include economic development leaders, educators, farmers, bankers, community leaders and others. RWG members are helping MoDOT analyze transportation policies and strategies in an effort to plan for Missouri's transportation future. When they conclude their work in May 2006, the groups will each have met five times. This form of public outreach provides customer involvement in transportation decision-making.



Customer Involvement in Transportation Decision-Making

Percent of positive feedback responses received from planning partners regarding involvement in transportation decision-making

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bill Stone, Technical Support Engineer

Purpose of the Measure:

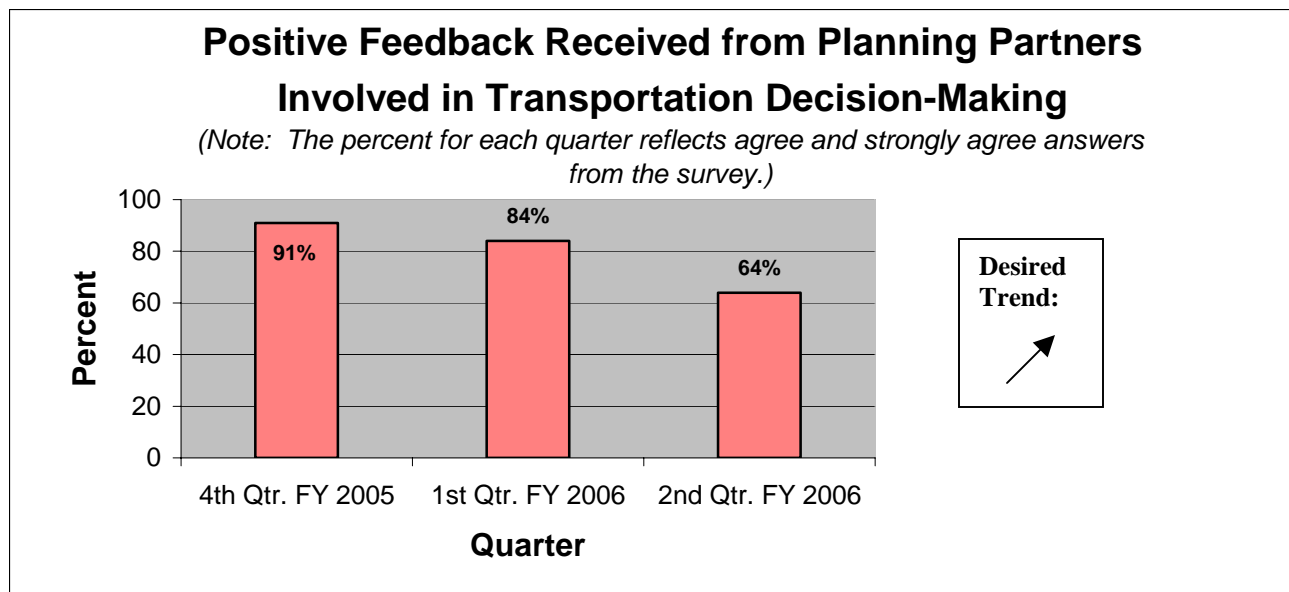
This measures MoDOT's efforts of including planning partners (members of metropolitan planning organizations and regional planning commissions) in transportation-related decision-making. The percent of positive feedback through the surveys will display planning partners' involvement.

Measurement and Data Collection:

Survey data for this quarter is based on individuals participating in MoDOT outreach efforts from three separate meetings. Two of these meetings were in MoDOT's Kansas City district. One was a Local Public Agency (LPA) manual meeting that had a response rate of 38 percent. Another Kansas City meeting was to discuss urban and rural needs in the Planning Framework Process, which had a response rate of 14 percent. The third meeting surveyed in this quarter's measure was an enhancement team meeting in MoDOT's Jefferson City district with a response rate of 20 percent. Nine surveys out of 14 completed surveys in the second quarter of state fiscal year 2006 indicated positive experiences in the outreach efforts. The survey answers were based on the following scale: strongly disagree, disagree, agree and strongly agree.

Improvement Status:

Other planning meetings and planning activities are taking place with informational exchanges; however, the survey methodology is based on meetings at which decisions are made. This quarter's measures are based on a limited number of surveys. Since this measure was developed, there are many individuals that have been surveyed multiple times, which may be resulting in a limited response rate. Thus, consideration should be given to changing to a semi-annual or an annual survey that may better reflect the overall feedback of individuals involved in decision-making rather than spot surveys after individual meetings. MoDOT's Transportation Planning Division has worked with statewide planning partners to develop a recommendation for the Missouri Highways and Transportation Commission regarding funding distribution changes needed as a result of new federal transportation funding legislation.



(This page is intentionally left blank for duplexing purposes)